LISTING OF CLAIMS

1. (currently amended) A system for providing content to a plurality of different types of channels, said system comprising:

a content object including the content to be provided over the plurality of different channels;

a plurality of rule objects operable to apply rules ~~at least one rule~~ to said content object to prepare the content in a first way for communication over a first one of the different channels and publication by a certain terminal connected to that first channel and prepare the content in a second way for communication over a second one of the different channels and publication by a certain terminal connected to that second channel ~~for providing the content to a content provider designated channel, said content provider designated channel being at least one of said plurality of different types of channels; and~~

at least one container object operable to receive ~~and prepare~~ said content object ~~having the at least one rule applied thereto for providing the content to said content provider designated channel~~ and template the prepared content to meet a certain publishing environment specified by a publisher of the content; and

a communication system for communicating the prepared and templated content objects over the first and second channels to the certain publishing terminals connected thereto.

2. (previously presented) The system according to claim 1, wherein the plurality of different types of channels include at least one of a video channel, a print channel and a web channel.

3. (previously presented) The system according to claim 1, wherein one of the plurality of different types of channels is an Internet channel.

4. (previously presented) The system according to claim 1, wherein said content object includes more than one of the following:

text, graphics, image, video and sound content.

5. (original) The system according to claim 1, wherein each rule object includes at least one rule distinct from other rule objects.

6. (original) The system according to claim 5, wherein the at least one distinct rule is based on a specific channel for which the associated rule object is associated.

7. (original) The system according to claim 5, wherein the at least one distinct rule is based on a specific terminal for which the associated rule object is associated.

8. (original) The system according to claim 5, further comprising a channel object operable to receive said content object as prepared by said container object.

9. (currently amended) The system according to claim 8, wherein said channel object defines a channel of distribution over the network.

10. (original) The system according to claim 8, wherein said channel object includes at least one of the following channels:

Internet, wireless, cellular, and satellite.

11. (previously presented) The system according to claim 8, wherein the at least one rule defines a process for which said content object is subject to for distribution over a particular channel.

12. (original) The system according to claim 11, wherein the process includes reducing the amount of data to be distributed.

13. (currently amended) The system according to claim 11, wherein the particular channel is predetermined by said content publisher ~~provider~~.

14. (original) The system according to claim 8, further comprising a directory lookup service for assigning said content object to at least one rule and at least one container object.

15. (original) The system according to claim 9, further comprising an object broker.

16. (currently amended) The system according to claim 8, wherein the ~~preparation by the at least one~~ container object applies ~~includes applying~~ a publication template to said content object for display.

17. (currently amended) A method for providing content to a distribution channel, said method comprising:

receiving the content to be provided to the distribution channel, said distribution channel being determined by a content provider;

applying at least one rule rules to the content , the at least one rule being based on the distribution channel for the content to prepare the content in a first way for communication over a first distribution channel for publication by a certain terminal connected to that first channel and prepare the content in a second way for communication over a second distribution channel and publication by a certain terminal connected to that second channel to be provided; and

communicating the prepared content over both the first and second distribution channels having the at least one rule applied thereto to have at least one data element further applied thereto via a distinct process from said applying of the at least one rule, the content having the at least one rule and data element being applied thereto prior to being provided to said distribution channel.

18. (currently amended) The method according to claim 17, further comprising templating the prepared content in accordance with a publishing environment specified by the content provider providing the content having the at least one rule and data element being applied thereto over the distribution channel.

19. (currently amended) The method according to claim 17 ~~18~~, wherein the first

distribution channel is ~~includes~~ a newspaper print publication channel and the second

distribution channel comprises ~~more than~~ one of the following:

    email, broadcast, ethernet, wireless ethernet, cellular, video and the Internet.

20. - 21. (canceled)

22. (previously presented) The method according to claim 17, wherein the content

includes more than one of the following:

    text, graphics, image, video, and audio.

23. (canceled)

24. (currently amended) A system for providing content over a ~~the~~ plurality of distribution channels, said method comprising:

     means for receiving the content to be provided over the plurality of distribution channels;

     means for applying <u>rules</u> ~~at least one rule~~ to the content <u>to prepare the content in a first way for communication over a first distribution channel for publication by a certain terminal connected to that first channel and prepare the content in a second way for communication over a second distribution channel and publication by a certain terminal connected to that second channel</u> ~~, the at least one rule for defining how to provide the content to a content provider selected distribution channel~~; and

     means for communicating the <u>prepared</u> content <u>over both the first and second distribution channels</u> ~~having the at least one rule applied thereto to have at least one data element further applied thereto via a distinct process from said applying of the at least one rule, the content having the at least one rule and data element being applied thereto prior to being provided over the content provider selected distribution channel~~.

25. - 34. (canceled)

35. (new) The system according to claim 24, further comprising means for templating the prepared content in accordance with a publishing environment specified by the content provider.

36. (new) The system according to claim 24, wherein the first distribution channel is a newspaper print publication channel and the second distribution channel comprises one of the following:

email, broadcast, ethernet, wireless ethernet, cellular, video and the Internet.

37. (new) The system according to claim 24, wherein the content includes more than one of the following:

text, graphics, image, video, and audio.